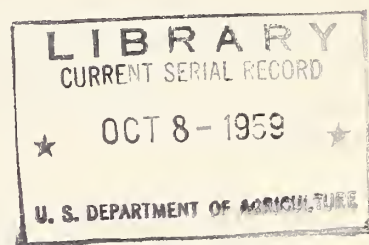


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FOOD CONSUMPTION IN THE NORTH CENTRAL REGION



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UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
AGRICULTURAL ECONOMICS DIVISION

FOOD CONSUMPTION IN THE NORTH CENTRAL REGION 1/

The food market in the North Central Region typifies the total food market in the United States. This region, extending from North Dakota south to Kansas and east to Ohio, is the most representative section of the country in terms of those characteristics that influence expenditures for food. Personal income per person, distribution of families according to income, and distribution of families among urbanization categories 2/ are similar in the North Central Region and the U. S. as a whole. As a result, the region has the same share of the U. S. food market as it has of the total population. Details of food consumption and expenditure patterns reviewed in this article are based on the recently published results of the 1955 Survey of Household Food Consumption. 3/

Table 9.- North Central Region's share of U. S. population, personal income and food market; and distribution of households by urbanizations, 1955

Characteristic	:North Central's::		Urbanization	:North Central :United States	
	: share of : Urbanization			:distribution :distribution	
	: United States : total			: :	
	: <u>Percent</u>			: <u>Percent</u> <u>Percent</u>	
Population <u>1/</u>	: 30	:: Urban	: 60	62	
Income <u>1/</u>	: 31	:: Rural	: 26	27	
	: 32	:: nonfarm	: 14	11	
Food market <u>2/</u>	: 32	:: Farm	: 14	11	
	: 32	:: Farm	: 14	11	

1/ Survey of Current Business, August 1956.

2/ Derived from 1955 Household Food Consumption Survey Reports No. 1 and 3, Food Consumption of Households in the United States, U. S. Department of Agriculture, Washington, D. C.

Factors Affecting Family Expenditures for Food

Family income, family size, and degree of urbanization of the place in which the family lives are major factors influencing food expenditures.

1/ By Robert J. Lavell, Statistical and Historical Research Branch, AMS.

2/ In the 1955 Household Food Consumption Survey, households were classified according to Bureau of Census classifications: Urban, if the household was in a place 2,500 or more persons, or in the fringe area around large cities; rural nonfarm, if the community was smaller, or the household was in open country and the head was not a farm operator; and farm operator households in rural areas.

3/ Reports No. 1-5, Food Consumption of Households in the United States, Northeast, North Central Region, South, and West, U. S. Department of Agriculture, Washington, D. C. See also "Food Consumption in the South," National Food Situation, NFS-79, February 1957

Relation of Degree of Urbanization
to Expenditures for Food

According to the 1955 survey, urban families of two or more persons spent an average of \$32.89 for food during the survey week. Rural nonfarm families spent \$25.48, and farm families \$17.90 ^{4/} These figures include expenditures for food used at home and for food away from home.

Differences in average expenditures for food used at home resulted in large part from variations in amounts of home-produced food available. Over 40 percent of the food used by north central farm families, measured in terms of money value, was home-produced. ^{5/} Rural nonfarm families home-produced about 7 percent of their food, and urban families less than 1 percent.

More than 8 out of 10 urban families reported some expenditure for food away from home during the survey week. Seven out of every 10 rural nonfarm families and between 6 and 7 out of every 10 farm families reported such expenditures. Not only a greater proportion of urban families ate out, but they also spent more, on the average.

Differences in distribution of money income also affected food expenditures. The 3 urbanization groups had the following 1954 money income distributions:

<u>Income</u> (dollars)	<u>Urban</u> (percentage of families)	<u>Rural</u> <u>nonfarm</u> (percentage of families)	<u>Farm</u> (percentage of families)
Under \$2,000	6	17	30
2 - 4,000	23	31	31
4 - 6,000	37	32	25
6,000 and over	34	20	14

Almost 6 times as many urban families had money incomes over \$6,000 as had incomes of less than \$2,000, but only half as many farm families were in the top income group as were in the bottom. This concentration of farm families in the low income group resulted in lower average food expenditures than can be explained by the greater amount of home-produced food used and the smaller expenditures for food away from home.

^{4/} Total expense for food and beverages less expense for alcoholic beverages used at home.

^{5/} Home-produced food was valued at average prices paid for each item by other households in the same region and urbanization group.

Income as a Factor in Expenditures for Food

Survey data provide useful measures of the effect of higher incomes on food expenditures. For example, urban families of four members with incomes of less than \$2,000 spent on the average about \$28 for food during the survey week. The same size urban families with incomes over \$10,000 spent almost \$50. Of these total food expenditures, that part for food away from home increased at a greater rate than did expenditures for food at home. This was generally true for all urbanizations and all family sizes.

Money income does not exercise the same control over rural families' expenditures for food as it does for urban. In rural areas, non-money income, such as the value of housing and food received as part payment for services and the value of home-produced food, is much more prevalent and supplements money income.

Not all variations in expenditures for food by the same size families in the same urbanization group are caused by difference in current income. Other financial circumstances, such as past income, liquid assets, and expected income, besides tastes and habits, also affect expenditures for food. But the effect of these characteristics cannot be measured by data from this survey.

Relation of Family Size to Expenditures for Food

The 1955 survey revealed that average family size was larger in successively higher income groups in each urbanization in the North Central Region. ^{6/} Therefore, the increased expenditures for food associated with larger families were partly due to the larger incomes. Within any one income group each additional person did not increase food expenditures in proportion to the increase in family size. Tending to cut down on food expense for the additional person were budget limitations, economies of scale in food buying and preparation, and the fact that larger families generally had more children who did not eat as much or as expensive food.

Allocation of Food Dollars to Commodities

Consumers buy particular items of food according to their needs, tastes, and ability to pay. The share of the consumer's food dollar spent on each commodity according to family size, urbanization, and income, gives clues to future demand as these factors change. Data from the 1955 survey concerning allocation of food dollars to major items are tabulated in table 10.

^{6/} Families with higher income often have more earners.

Table 10.- Shares of major foods and food groups in food expense for home use, households of 2 or more persons, North Central Region, by urbanization, in a week, spring 1955 1/

Food group	Urban	Rural nonfarm	Farm
	Percent	Percent	Percent
Total meat	27.0	25.8	17.9
Beef	12.1	11.3	5.6
Pork	9.5	9.7	6.8
Chicken	4.2	2.9	1.2
Eggs	3.5	3.2	1.1
Fresh vegetables	5.3	3.8	3.6
Fresh fruits	5.0	4.7	6.7
Frozen fruits and vegetables	1.1	.6	.5
Canned fruits and vegetables	4.1	3.8	4.5
Fruit and vegetable juices	1.8	1.5	1.5
Potatoes <u>2/</u>	2.4	2.7	3.7
Total milk and milk products <u>3/</u>	15.0	16.4	12.6
Fluid whole milk	8.5	10.0	4.0
Flour and cereal products	3.0	4.7	7.8
Prepared mixes	.8	1.1	1.3
Bakery goods	7.4	8.0	9.4
Fats and oils <u>4/</u>	4.2	5.1	7.4
Sugar and sweets	2.8	3.3	6.1

1/ From 1955 Household Food Consumption Survey, Report No. 3.

2/ Includes small amounts of sweetpotatoes.

3/ Excludes butter.

4/ Includes butter.

Meat, poultry, and fish took the largest share of the food dollar. On the average, 33 cents out of every dollar spent for food for home use by urban households went for these commodities; 31 cents out of every dollar were spent by rural nonfarm households; and only 21 cents by farm households, largely because of home production. About 12 of the 33 cents spent by urban households were for beef, 9-1/2 cents for pork, and a little over 4 cents for chicken. Urban households in the higher income groups tended to spend a greater proportion of their food dollars for beef and less for pork. The proportions of rural nonfarm food dollars spent for beef and for pork were about the same as urban, but purchases of chicken took less than 3 cents out of every dollar, on the average. Farm households spent only 5-1/2 cents out of every dollar for beef and about 7 cents for pork, on the average, and a little over 1 cent for chicken.

Farm households produced nearly all the eggs they ate. They spent, on the average, barely 1 cent out of every dollar on eggs, while in urban and rural nonfarm households, the egg share was between 3 and 4 cents.

All fruits and vegetables combined, excluding potatoes and sweetpotatoes, accounted for the second largest share of the food dollar. One-sixth of expenditures for food at home was spent for such commodities. About 10 cents out of every dollar was spent for fresh fruits and vegetables and 7 cents for processed. An additional 2 to 4 cents more was spent on potatoes.

Milk and milk products ^{7/} accounted for almost as much of the food dollar as fruits and vegetables. On the average, urban households spent 15 cents out of every food dollar on these items — 8-1/2 cents on fluid whole milk alone. Farm households spent less for these commodities because they produced so much of the milk they used.

Farm households still do more home-baking than rural nonfarm or urban. Because the major ingredients, flour, shortening, and sugar, generally are not home-produced, they account for a much larger share of the farm food dollar than they do in nonfarm households. But all urbanization groups spent more nearly the same share of their food dollars for bakery goods.

Patterns of Consumption of Major Food Commodities

Relative importance of expenditures for each commodity reflects the net result of quality and marketing services included as well as quantity purchased. Consumers may pay higher prices for better quality or for more services, and the dollar outlay will vary though the quantity purchased remains the same.

Consumption rates for individual food items, including the total quantity of food used per person regardless of whether it was purchased or home-produced, give another basis for anticipating future demand. (Table 11.)

^{7/} Excluding butter.

Table 11.- Consumption per person of selected foods and food groups, households of 2 or more persons, North Central Region, by urbanization and by income, in a week, spring 1955 1/

Food item and urbanization	1954 family income after income taxes								
	All	Under \$2,000	\$2-3,000	\$3-4,000	\$4-5,000	\$5-6,000	\$6-8,000	\$8-10,000	\$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Total meat									
Urban	3.42	3.32	3.37	3.22	3.25	3.56	3.51	3.44	3.58
Rural nonfarm	3.19	2.51	3.16	2.96	3.21	3.53	(. . . .)	3.12	(. . . .)
Farm	3.45	3.09	3.37	3.34	3.77	3.46	(. . . .)	3.77	(. . . .)
Beef									
Urban	1.53	1.30	1.37	1.44	1.41	1.67	1.53	1.70	1.67
Rural nonfarm	1.43	.91	1.39	1.31	1.53	1.40	(. . . .)	1.48	(. . . .)
Home-produced	.10	.13	.05	.14	.09	0	(. . . .)	.12	(. . . .)
Farm	1.61	1.42	1.55	1.53	1.75	1.60	(. . . .)	1.73	(. . . .)
Home-produced	1.10	.89	1.08	1.12	1.25	.90	(. . . .)	1.22	(. . . .)
Pork									
Urban	1.21	1.38	1.29	1.16	1.18	1.23	1.36	1.08	1.08
Rural nonfarm	1.15	1.14	1.16	1.10	1.10	1.15	(. . . .)	1.17	(. . . .)
Home-produced	.09	.15	.03	.11	.08	0	(. . . .)	.14	(. . . .)
Farm	1.34	1.20	1.37	1.30	1.46	1.36	(. . . .)	1.43	(. . . .)
Home-produced	.78	.65	.78	.76	.95	.71	(. . . .)	.86	(. . . .)
Chicken									
Urban	.62	.71	.47	.63	.58	.70	.58	.59	.68
Rural nonfarm	.46	.67	.40	.28	.38	.49	(. . . .)	.62	(. . . .)
Home-produced	.06	.16	0	.10	.03	.03	(. . . .)	.03	(. . . .)
Farm	.62	.76	.55	.52	.54	.47	(. . . .)	.84	(. . . .)
Home-produced	.49	.68	.43	.37	.41	.24	(. . . .)	.72	(. . . .)
	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens	Dozens
Eggs									
Urban	.58	.73	.52	.54	.56	.61	.58	.57	.65
Rural nonfarm	.59	.62	.67	.59	.55	.56	(. . . .)	.55	(. . . .)
Home-produced	.06	.15	.02	.12	.04	0	(. . . .)	.01	(. . . .)
Farm	.78	.85	.80	.86	.75	.71	(. . . .)	.68	(. . . .)
Home-produced	.64	.74	.61	.71	.61	.54	(. . . .)	.60	(. . . .)
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Fresh vegetables									
Urban	2.55	2.79	2.74	2.36	2.27	2.36	2.35	2.91	3.32
Rural nonfarm	2.12	2.07	2.22	1.71	2.15	2.30	(. . . .)	2.21	(. . . .)
Home-produced	.60	.87	.51	.59	.54	.53	(. . . .)	.43	(. . . .)
Farm	2.42	2.93	2.18	2.24	2.39	2.25	(. . . .)	2.04	(. . . .)
Home-produced	1.35	1.98	1.28	1.16	1.03	1.02	(. . . .)	.95	(. . . .)
Fresh fruits									
Urban	3.15	3.20	2.63	2.97	2.89	3.17	3.05	3.11	4.20
Rural nonfarm	3.13	2.40	3.64	2.99	2.60	2.96	(. . . .)	3.95	(. . . .)
Home-produced	.48	.68	.45	.63	.32	.22	(. . . .)	.68	(. . . .)
Farm	3.55	3.52	3.63	3.46	3.48	3.63	(. . . .)	3.37	(. . . .)
Home-produced	1.06	1.25	1.19	1.02	.79	.89	(. . . .)	.83	(. . . .)
Frozen fruits and vegetables									
Urban	.23	.14	.07	.17	.17	.22	.30	.30	.48
Rural nonfarm	.09	.04	.06	.08	.09	.14	(. . . .)	.12	(. . . .)
Farm	.06	.04	.04	.09	.05	.03	(. . . .)	.06	(. . . .)

See footnotes on next page.

Continued -

Table 11.- Consumption per person of selected foods and food groups, households of 2 or more persons, North Central Region, by urbanization and by income, in a week, spring 1955 ^{1/} - continued

Food item and urbanization	1954 family income after income taxes								
	All	Under \$2,000	\$2-3,000	\$3-4,000	\$4-5,000	\$5-6,000	\$6-8,000	\$8-10,000	\$10,000 and over
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Canned fruits and vegetables									
Urban	1.56	1.29	1.46	1.56	1.48	1.69	1.66	1.72	1.52
Rural nonfarm	1.27	.95	1.23	1.09	1.40	1.50	(. . . .	1.48	(. . . .)
Farm	.96	.78	.92	.83	1.00	1.14	(. . . .	1.24	(. . . .)
Fruit and vegetable juices									
Urban	1.34	1.08	.75	1.11	1.15	1.20	1.38	2.18	1.95
Rural nonfarm	1.08	.81	1.11	.98	.82	1.71	(. . . .	1.26	(. . . .)
Farm	.78	.76	.65	.80	.91	.78	(.82	(. . . .)
Potatoes ^{2/}									
Urban	1.97	1.96	1.98	2.27	2.03	1.86	2.01	1.86	1.49
Rural nonfarm	2.30	2.18	2.45	2.60	2.19	2.15	(. . . .	2.29	(. . . .)
Home-produced ^{3/}	.14	.35	.09	.28	.05	.23	(. . . .	0	(. . . .)
Farm	2.82	2.56	2.75	2.74	2.80	3.03	(. . . .	3.11	(. . . .)
Home-produced ^{3/}	.71	.51	.56	.65	.97	.61	(. . . .	1.22	(. . . .)
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
Fluid whole milk									
Urban	3.38	2.56	3.22	3.32	3.38	3.51	3.67	3.09	3.46
Rural nonfarm	3.42	2.90	3.46	3.08	3.57	3.69	(. . . .	3.85	(. . . .)
Home-produced	.13	.45	.03	.19	0	0	(.11	(. . . .)
Farm	4.15	4.54	4.62	3.65	4.03	4.20	(. . . .	3.82	(. . . .)
Home-produced	3.25	4.05	3.92	2.69	2.81	3.03	(. . . .	2.53	(. . . .)
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
Flour and cereal products									
Urban	1.15	1.13	1.25	1.25	1.26	1.20	1.08	1.15	.89
Mixes	.22	.23	.19	.24	.23	.23	.21	.29	.22
Rural nonfarm	1.50	1.65	1.68	1.91	1.38	1.29	(. . . .	1.16	(. . . .)
Mixes	.24	.12	.27	.25	.32	.21	(.26	(. . . .)
Farm	2.15	2.56	2.29	2.39	2.06	1.82	(. . . .	1.90	(. . . .)
Mixes	.18	.16	.19	.23	.18	.20	(.18	(. . . .)
Bakery products									
Urban	2.36	2.24	1.80	2.46	2.37	2.31	2.55	2.27	2.42
Rural nonfarm	2.27	2.02	2.34	2.03	2.25	2.59	(. . . .	2.42	(. . . .)
Farm	1.78	1.61	1.81	1.69	1.79	2.02	(. . . .	1.80	(. . . .)
Fats and oils									
Urban	.83	.82	.77	.86	.82	.82	(.84	.89	.86
Rural nonfarm	.91	.87	1.03	.88	.91	.84	(.92	(. . . .)
Farm	.97	.99	.97	1.00	.98	.96	(.98	(. . . .)
Sugar, sweets									
Urban	1.10	1.33	1.09	1.23	1.11	1.11	1.13	1.13	.85
Rural nonfarm	1.29	1.49	1.45	1.36	1.29	.99	(. . . .	1.27	(. . . .)
Farm	1.85	2.11	1.86	1.97	1.68	1.84	(. . . .	1.74	(. . . .)

^{1/} From 1955 Household Food Consumption Survey, Report No. 3. 21 meals at home equivalent to one person.

^{2/} Includes small amounts of sweetpotatoes.

^{3/} White potatoes only.

Consumption rates for all meat combined increased with money income in each urbanization category for the North Central Region. Farm households on the average consumed meat at a greater rate than urban households even though they had a lower average money income. This came about because about two-thirds of the beef and pork consumed by farm households was home-produced. Consumption rates for beef increased with income in all urbanizations, because urban and rural nonfarm households in successively higher income groups purchased more beef, and farm households home-produced more. Consumption rates of pork decreased in urban households with successively higher incomes, and remained about the same for all rural nonfarm households. Farm households in the upper income groups used more pork per person than those in the lower income groups because home-production of pork increased with money income.

Higher consumption rates of chicken generally accompanied higher incomes. But raising chickens was also a worthwhile home-production enterprise, so farm households, in spite of lower average incomes, consumed chicken at about the same rate as urban. Patterns of consumption rates of eggs were the same as those of chicken, except that farm households used about one-third more eggs per person than urban or rural nonfarm.

Urban households consumed more fruits and vegetables per person in all forms, measured in terms of product weight, than farm or rural nonfarm households. About two-thirds of the fruits and vegetables consumed by urban and rural nonfarm households were "fresh," compared with three-fourths for farm households. This may seem to be an unduly large proportion to be consumed in fresh form at this time of the year for spring is harvest time for few vegetables in the North Central Region and even fewer fruits. But quantities reported were not entirely from current production. For the purposes of the survey, all fruits and vegetables brought into the house in fresh form were considered as consumed in fresh form, though they may have been canned or frozen or processed in some other way in the home and stored for later consumption.

Fresh vegetables were consumed at the greatest rate by urban households, with the top income groups consuming most per person and the middle income groups the least. Farm households used fresh vegetables at almost the same rate as urban, probably because they had produced over half the "fresh" vegetables in their own gardens.

Fresh fruits, on the other hand, were consumed at the greatest rate by farm households. Home production of fruit was less important than of vegetables, for one-third the fresh fruits eaten by farm households was citrus, which they had to buy. In all urbanizations, consumption rates tended to increase with income.

Urban and farm patterns of use of commercially processed fruits and vegetables were almost the reverse of the patterns of fresh use. Those groups of households that used most fresh fruits and vegetables generally used the least processed and vice versa. About half of the total processed used was canned, not counting canned juices as part of canned fruits and vegetables.

Commercially canned fruit and vegetable juices, including frozen concentrates, were consumed at 80 to 85 percent of the rate for canned fruits and vegetables in each urbanization. Frozen fruits and vegetables were used most by urban households. Almost half of the urban households reported using some frozen fruits or vegetables during the survey week, as did a fourth of the rural nonfarm and a sixth of the farm households. Consumption rates for frozen concentrated juices increased more in the upper income groups than did canned juices, and the urban rate was greater than that for the other urbanizations.

Consumption rates for potatoes ^{8/} in urban and rural nonfarm households were highest in the middle income groups. In farm households, however, consumption per person increased all the way to the top income group, paralleling their home-production.

There was a significant difference in consumption rates of fluid whole milk according to urbanization and income categories. On the average, farm households used one-fifth more fluid whole milk per person than either urban or rural nonfarm households. But, while consumption rates of milk increased in urban and rural nonfarm households with successively higher incomes, rates decreased for farm households because home production dropped off at a faster rate than purchased milk increased.

The pattern of consumption rates for flour, other cereal products, and bakery products (combined on a product weight basis) showed only a slight decline in households above the middle income groups. But consumption rates for bakery products alone increased slightly with income in all urbanizations. Over half the flour consumed in all forms by urban households was purchased as bakery goods, about one-half for rural nonfarm, and only one-third for farm households. Prepared mixes, unlike any other commodity in this group, were consumed at about the same rate in all urbanizations and income groups of this region.

All fats and oils combined ^{9/} were consumed at about the same rate by all households within each urbanization group regardless of income. Farm households used a bit more of these commodities per person than either urban or rural nonfarm.

Consumption rates of sugar and sweets generally declined with income in all urbanizations. Farm households consumed more of these commodities also, than did the others.

Comparison of North Central and U. S. Consumption Rates

Though this is the most representative region in the U. S. in terms of total food consumption, average consumption rates of individual foods for the region vary from the average U. S. rates. (Table 12.) North central households used more beef, milk, fresh fruits, and potatoes per person than the

^{8/} Includes small amounts of sweetpotatoes.

^{9/} Includes butter.

Table 12.- Consumption per person of selected foods and food groups, households of 2 or more persons, North Central Region and U. S., by urbanization, in a week, spring 1955 ^{1/}

Food item and source	Urban		Rural nonfarm		Farm	
	North	United	North	United	North	United
	Central	States	Central	States	Central	States
	Region	Region	Region	Region	Region	Region
	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
Total meat	3.42	3.18	3.19	2.81	3.45	2.83
Beef	1.53	1.34	1.43	1.10	1.61	1.17
Home-produced	---	---	.10	.05	1.10	.71
Pork	1.21	1.13	1.15	1.13	1.34	1.21
Home-produced	---	---	.09	.08	.78	.63
Chicken	.62	.69	.46	.51	.62	.61
Home-produced	---	---	.06	.07	.49	.44
Eggs (dozens)	.58	.58	.59	.60	.78	.73
Home-produced (dozens)	---	---	.06	.11	.64	.59
Fresh vegetables	2.55	2.69	2.12	2.43	2.42	2.78
Home-produced	---	---	.60	.57	1.35	1.30
Fresh fruits	3.15	2.87	3.13	2.72	3.55	2.81
Home-produced	---	---	.48	.46	1.06	1.02
Frozen fruits and vegetables	.23	.22	.09	.13	.06	.05
Canned fruits and vegetables	1.56	1.35	1.27	1.16	.96	.81
Fruit and vegetable juices	1.34	1.24	1.08	.84	.78	.61
Potatoes ^{2/}	1.97	1.71	2.30	2.05	2.82	2.24
Home-produced ^{3/}	---	---	.14	.17	.71	.66
Total milk and milk products (quarts) ^{4/}	4.69	4.34	4.60	4.37	5.36	5.15
Fluid whole milk (quarts)	3.38	2.98	3.42	2.80	4.15	3.67
Home-produced (quarts)	---	---	.13	.29	3.25	3.00
Flour and other cereal products	1.15	1.28	1.50	2.14	2.15	3.07
Prepared mixes	.22	.19	.24	.19	.18	.13
Bakery goods	2.36	2.16	2.27	1.96	1.78	1.44
Fats and oils ^{5/}	.83	.82	.91	.94	.97	1.06
Sugar, sweets	1.10	1.07	1.29	1.34	1.85	1.79

^{1/} From 1955 Household Food Consumption Survey, Reports No. 1 and 3.
21 meals at home equivalent to one person.

^{2/} Includes small amounts of sweetpotatoes.

^{3/} White potatoes only.

^{4/} In terms of fluid whole milk on the basis of calcium content. Excludes butter.

^{5/} Includes butter.

average U. S. rate, but less fresh vegetables. These differences generally reflect the local supply situation. The North Central Region is a surplus supply area for meat and milk, but a deficit area for vegetables in the spring.

Recent Changes in North Central Rural Patterns

Rising incomes throughout the country and changing family living habits have been accompanied by changes in kinds and amounts of food eaten and purchased by households. 10/ Comparison of data for rural households on consumption per person of major food groups for 1952 and 1955 is presented in table 13.

For farm households, the consumption rate of meat, poultry, and fish combined was 0.6 pounds per person higher during the 1955 survey week. About half the increase came from home-production, and half from increased purchases. Beef accounted for most of the increase in both home-production and purchases. More luncheon meat and more poultry were purchased in 1955, and more poultry was home-produced in the latter year. 11/

Except for the flour and other cereal group, changes in other consumption rates were minor. Normally, changes in the consumption rate for flour are opposite to those for meat, decreasing as income increases. But from 1952 to 1955 consumption rates for both meat and flour increased. Flour purchased as such was responsible for most of the increase, but consumption of flour mixes also increased.

Changes in consumption rates of rural nonfarm households were fully as marked as those of farm households. Rural nonfarm households shared in the general increase in consumption of meat, and they also increased their consumption of fruits and vegetables.

10/ "Trends in Farm Family Food Practices." Talk by M. Orshansky at the Annual Agricultural Outlook Conference, Washington, D. C. November 27, 1956.

11/ Food Consumption and Dietary Levels of Rural Families in the North Central Region, 1952. M. Orshansky, C. LeBovitz, E. C. Blake, and M. A. Moss. U. S. Dept. of Agr., Agr. Inform. Bul. 157 (in press).

Table 13.- Consumption per person of selected food groups, by source, farm and rural nonfarm households of 2 or more persons, North Central Region, in a week, spring 1952 and 1955 1/

Urbanization, source, year	Meat, poul- try, fish	Milk and prod- ucts 2/	Eggs	All fruit, vege- tables	Po- tatoes 3/	Bakery goods	Flour and cereals	Fats and oils 4/	Sugar, sweets
	Lb.	Qt.	Doz.	Lb.	Lb.	Lb.	Lb.	Lb.	Lb.
Farm									
Purchased									
1952	1.5	1.6	0.1	4.6	1.6	1.9	1.6	0.6	1.5
1955	1.7	1.8	.1	5.2	2.1	1.8	2.1	.7	1.6
Home- produced									
1952	2.2	3.9	.6	2.9	1.2	---	---	.3	---
1955	2.5	3.5	.6	2.4	.7	---	---	.2	.2
Total <u>5/</u>									
1952	3.8	5.5	.8	7.8	2.8	1.9	1.6	.9	1.8
1955	4.4	5.4	.8	7.9	2.8	1.8	2.2	1.0	1.9
Rural nonfarm									
Purchased									
1952	2.8	4.0	.5	5.4	1.7	2.1	1.3	.7	1.3
1955	3.5	4.4	.5	6.3	2.1	2.3	1.5	.9	1.2
Home- produced									
1952	.3	.3	.1	1.6	.3	---	---	---	---
1955	.3	.1	.1	1.1	.1	---	---	---	.1
Total <u>5/</u>									
1952	3.4	4.5	.6	7.2	2.1	2.1	1.3	.8	1.5
1955	4.1	4.6	.6	7.8	2.3	2.3	1.5	.9	1.3

1/ 1952 data published in Agricultural Outlook Charts, 1956, U. S. Department of Agriculture, Washington, D. C. 1955 data from 1955 Household Food Consumption Survey, Report No. 3. 21 meals at home equivalent to one person.

2/ In terms of fluid whole milk on the basis of calcium content. Excludes butter.

3/ Includes small amounts of sweetpotatoes.

4/ Includes butter.

5/ Includes food received as gift or pay in addition to purchased food and home-produced food.

